



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

# CONTRACT

And:

**GMMB/Greer Margolis Mitchell & Burns**  
**1010 Wisconsin Avenue**  
**Suite 800**  
**Washington, DC 20007**

<u>Contract / Revision</u> 564941 /		<u>Alt Order #</u> 07893607
<u>Product</u> OBAMA/P/D SKED A		
<u>Contract Dates</u> 08/28/12 - 09/03/12		<u>Estimate #</u> //1522
<u>Advertiser</u> Obama/D/President		<u>Original Date / Revision</u> 09/06/12 / 09/06/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8020	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	3	08/28/12	09/02/12	Let's Make A Deal 9am	9-10am		:30			NM	5	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				5	\$270.00			
D 2	3	09/03/12	09/03/12	Let's Make A Deal 9am	9-10am		:30			NM	0	\$0.00
3	3	08/28/12	09/02/12	Price Is Right	11am-12n		:30			NM	7	\$2,905.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				7	\$415.00			
D 4	3	09/03/12	09/03/12	Price Is Right	11am-12n		:30			NM	0	\$0.00
E 5	3	09/03/12	09/03/12	Newschannel 3 News	12n-1230pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				1	\$295.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	09/03/12-09/09/12	Newschannel 3 News	12n-1230pm	M-----	:30		\$295.00	NM		
	Credited											
6	3	08/28/12	08/31/12	Newschannel 3 News	12n-1230pm		:30			NM	4	\$1,180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				4	\$295.00			
7	3	08/28/12	08/31/12	CBS Daytime	1228-3pm		:30			NM	5	\$1,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				5	\$295.00			
D 8	3	09/03/12	09/03/12	CBS Daytime	1228-3pm		:30			NM	0	\$0.00
D 9	3	09/03/12	09/03/12	Ellen Degeneres 3pm	3-4pm		:30			NM	0	\$0.00
10	3	08/28/12	08/31/12	Ellen Degeneres 3pm	3-4pm		:30			NM	10	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				10	\$200.00			
11	3	08/28/12	08/31/12	NewsChannel 3 News	5-6am		:30			NM	4	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				4	\$120.00			
12	3	09/03/12	09/03/12	NewsChannel 3 News	5-6am		:30			NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				1	\$120.00			
13	3	09/03/12	09/03/12	Newschannel 3 News	6-7am		:30			NM	1	\$185.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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564941 /	07893607

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/28/12 - 09/03/12	OBAMA/P/D SKED A	//1522

<u>Advertiser</u>	<u>Original Date / Revision</u>
Obama/D/President	09/06/12 / 09/06/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Spots</u>	<u>Amount</u>
Week:		09/03/12	09/09/12	M-----				1	\$185.00			
14	3	08/28/12	08/31/12	Newschannel 3 News	6-7am		:30			NM	7	\$1,295.00
Week:		08/27/12	09/02/12	-TWTF--				7	\$185.00			
15	3	08/28/12	08/31/12	CBS This Morning	7-9a		:30			NM	9	\$1,260.00
Week:		08/27/12	09/02/12	-TWTF--				9	\$140.00			
16	3	09/03/12	09/03/12	CBS This Morning	7-9a		:30			NM	1	\$140.00
Week:		09/03/12	09/09/12	M-----				1	\$140.00			
D 17	3	09/01/12	09/01/12	Early Show Saturday	9-11am		:30			NM	0	\$0.00
18	3	09/02/12	09/02/12	CBS Sunday Morning	9-1030am		:30			NM	1	\$280.00
Week:		08/27/12	09/02/12	-----S				1	\$280.00			
19	3	09/02/12	09/02/12	Face the Nation	1030-11am		:30			NM	1	\$345.00
Week:		08/27/12	09/02/12	-----S				1	\$345.00			
20	3	08/28/12	09/02/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	6	\$1,200.00
Week:		08/27/12	09/02/12	-TWTF--				6	\$200.00			
D 21	3	09/03/12	09/03/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	0	\$0.00
D 22	3	09/03/12	09/03/12	Newschannel 3 News	5-530pm		:30			NM	0	\$0.00
23	3	08/28/12	09/02/12	Newschannel 3 News	5-530pm		:30			NM	5	\$1,650.00
Week:		08/27/12	09/02/12	-TWTF--				5	\$330.00			
24	3	08/28/12	09/02/12	Newschannel 3 News	530-6pm		:30			NM	5	\$1,550.00
Week:		08/27/12	09/02/12	-TWTF--				5	\$310.00			
D 25	3	09/03/12	09/03/12	Newschannel 3 News	530-6pm		:30			NM	0	\$0.00
26	3	09/03/12	09/03/12	Newschannel 3 News	6-630pm		:30			NM	1	\$485.00
Week:		09/03/12	09/09/12	M-----				1	\$485.00			
27	3	08/28/12	09/02/12	Newschannel 3 News	6-630pm		:30			NM	4	\$1,940.00
Week:		08/27/12	09/02/12	-TWTF--				4	\$485.00			
28	3	09/01/12	09/01/12	Newschannel 3 News	6-630pm		:30			NM	1	\$120.00
Week:		08/27/12	09/02/12	-----S-				1	\$120.00			
29	3	09/02/12	09/02/12	Newschannel 3 News	630-7pm		:30			NM	1	\$140.00
Week:		08/27/12	09/02/12	-----S				1	\$140.00			
30	3	08/28/12	08/31/12	Late Night with David Letterman	1135pm-1237am		:30			NM	4	\$660.00
Week:		08/27/12	09/02/12	-TWTF--				4	\$165.00			
31	3	09/03/12	09/03/12	Late Night with David Letterman	1135pm-1237am		:30			NM	1	\$165.00
Week:		09/03/12	09/09/12	M-----				1	\$165.00			
32	3	09/03/12	09/03/12	Late News (M-F)	11-1135p		:30			NM	1	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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564941 /	07893607

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/28/12 - 09/03/12	OBAMA/P/D SKED A	11522

<u>Advertiser</u>	<u>Original Date / Revision</u>
Obama/D/President	09/06/12 / 09/06/12

www.wtkr.com

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				1	\$540.00			
33	3	08/28/12	08/31/12	Late News (M-F)	11-1135p		:30			NM	4	\$2,160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWTF--				4	\$540.00			
34	3	09/01/12	09/02/12	Late News (Sa-Su)	11-1135p		:30			NM	2	\$730.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----SS				2	\$365.00			
35	3	09/01/12	09/01/12	730-8pm	730-8pm		:30			NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S-				1	\$95.00			
36	3	08/28/12	08/28/12	NCIS	8-9pm		:30			NM	2	\$2,940.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-T-----				2	\$1,470.00			
37	3	08/28/12	08/28/12	Tuesday Prime	10-11pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-T-----				2	\$980.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	08/27/12-09/02/12	Tuesday Prime	10-11pm	-Tu-----	:30		<del>\$980.00</del>	NM		
	Credited											
	2	3	08/27/12-09/02/12	Tuesday Prime	10-11pm	-Tu-----	:30		<del>\$980.00</del>	NM		
	Credited											
D 38	3	08/29/12	08/29/12	Wednesday Prime	10-11pm		:30			NM	0	\$0.00
39	3	08/30/12	08/30/12	Thursday Prime	8-9pm		:30			NM	1	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	---T---				1	\$1,275.00			
40	3	08/31/12	08/31/12	Friday Prime	10-11pm		:30			NM	2	\$1,960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	----F--				2	\$980.00			
41	3	09/01/12	09/01/12	Saturday Prime	8-9pm		:30			NM	2	\$790.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S-				2	\$395.00			
42	3	09/01/12	09/01/12	Saturday Prime	9-10pm		:30			NM	2	\$790.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S-				2	\$395.00			
43	3	09/01/12	09/01/12	Saturday Prime	10-11pm		:30			NM	2	\$1,180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S-				2	\$590.00			
44	3	09/02/12	09/02/12	Sunday Prime	7-8pm		:30			NM	1	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S				1	\$1,275.00			
45	3	08/28/12	08/28/12	Tuesday Prime	9-10pm		:30			NM	2	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-T-----				2	\$1,275.00			
46	3	08/28/12	08/28/12	NCIS	8-9pm		:30			NM	1	\$1,470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-T-----				1	\$1,470.00			
47	3	09/01/12	09/02/12	Late News (Sa-Su)	11-1135p		:30			NM	1	\$365.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----SS				1	\$365.00			

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564941 /	07893607

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/28/12 - 09/03/12	OBAMA/P/D SKED A	//1522

<u>Advertiser</u>	<u>Original Date / Revision</u>
Obama/D/President	09/06/12 / 09/06/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
48	3	08/29/12	08/29/12	Redskins Preseason	4p-1xm		:30			NM	1	\$2,255.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--W----				1	\$2,255.00			
49	3	09/03/12	09/03/12	Late Night with David Letterman	1135pm-1237am		:30			NM	1	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				1	\$330.00			
50	3	08/29/12	08/29/12	Redskins Preseason	4p-1xm		:30			NM	1	\$2,055.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--W----				1	\$2,055.00			
51	3	09/02/12	09/02/12	Sunday Prime	10-11pm		:30			NM	1	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-----S				1	\$1,375.00			
<b>Totals</b>											<b>112</b>	<b>\$45,060.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/03/12	112	\$45,060.00	\$38,301.00
<b>Totals</b>	<b>112</b>	<b>\$45,060.00</b>	<b>\$38,301.00</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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